

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM317980

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
M&B CBC LLC		05/09/2014	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Dennis Markowitz		
Street Address:	28416 Princessa Circle		
City:	Murrieta		
State/Country:	CALIFORNIA		
Postal Code:	92563		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4459276	1-800-HOLISTIC	
Registration Number:	4519395	1-800-HOLISTIC	
CORRESPONDENCE DATA			
Fax Number:	2027197049		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	dweslow@wileyrein.com		
Correspondent Name:	David E. Weslow		
Address Line 1:	1776 K Street, NW		
Address Line 4:	Washington, D.C. 20006		
ATTORNEY DOCKET NUMBER:	85824.0001		
NAME OF SUBMITTER:	David E. Weslow		
SIGNATURE:	/David E. Weslow/		
DATE SIGNED:	09/25/2014		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARK

WHEREAS, M&B CBC LLC, a California limited liability company ("Assignor"), adopted, owns, intends to use, and/or uses the trademark listed on Schedule A attached hereto (the "1-800-HOLISTIC Mark"), and has applied for and/or owns a federal registration for the 1-800-HOLISTIC Mark issued from the United States Patent and Trademark Office (the "Registration").

WHEREAS, Dennis Markowitz, an individual resident of the state of California ("Assignee"), desires to acquire the 1-800-HOLISTIC Mark and the Registration.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest throughout the world in and to the 1-800-HOLISTIC Mark, the Registration and application therefor, together with all common law rights in the 1-800-HOLISTIC Mark, all goodwill of the business symbolized by and associated with the 1-800-HOLISTIC Mark, and the right to sue for and collect damages by reason of any past infringements of the 1-800-HOLISTIC Mark.

Assignor agrees to cooperate with Assignee by executing and delivering any documents that may be necessary to protect, preserve or perfect Assignee's rights in the 1-800-HOLISTIC Mark.

IN WITNESS WHEREOF, this Assignment is executed this 9th day of MAY, 2014.

M&B CBC LLC

By [Signature]
Name Mindy Markowitz
Title MEMBER

SCHEDULE A

MARK	GOODS/SERVICES	APPLICATION NO./ REGISTRATION NO.
1-800-HOLISTIC	Referrals in the field of holistic health, in International Class 35.	U.S. App. No. 85980097 U.S. Reg. No. 4459276
1-800-HOLISTIC	Providing an on-line commercial information directory on the Internet, in International Class 35	U.S. App. No. 85773318 U.S. Reg. No. 4519395